

2024 National Marketing Calendar & Key Dates

Refer to the Ace Rewards Promotional Calendar for the Ace Rewards campaign schedule. For the latest national media schedule, visit [ACENET > Marketing > Promotions > Win the Month Planners](#)



Monthly Planning	Promotions	Promotion Dates	Specialized Digital Circular	In-Store Parties	Bulletin Due	Preprint Orders Due	Instant Savings	Vehicle
JANUARY	Red Hot Buy	12/26/23 - 1/31/24			9/15/23	11/6/23	12/26/23 - 1/31/24	Digital
FEBRUARY	Presidents' Day Paint Event	2/7/24 - 2/19/24			10/13/23	12/4/23	2/5/24 - 2/19/24	Digital
	Red Hot Buy	2/1/24 - 2/29/24					2/1/24 - 2/29/24	Digital
MARCH	March Event	3/13/24 - 3/25/24		Spring Kickoff 3/23/24	11/10/23	1/8/24	3/11/24 - 3/25/24	Digital
	Red Hot Buy	3/1/24 - 3/31/24					3/1/24 - 3/31/24	Digital
APRIL	Spring Event	4/17/24 - 4/30/24	Scotts/OPE 4/1/24 - 4/30/24	New at Ace Launch Party 4/27/24	12/8/23	2/5/24	4/15/24 - 4/30/24	Digital, Preprint
	Red Hot Buy	4/1/24 - 4/30/24					4/1/24 - 4/30/24	Digital
MAY	Biggest BBQ Event	5/1/24 - 5/13/24	Grilling 5/1/24 - 5/27/24	Stars and Stripes BBQ 5/25/24	1/12/24	3/4/24	4/29/24 - 5/13/24	Digital, Preprint
	Memorial Day Event	5/14/24 - 5/27/24					5/13/24 - 5/27/24	Digital, Preprint, TV
	Red Hot Buy	5/1/24 - 5/27/24					4/29/24 - 5/27/24	Digital
JUNE	Father's Day Event	6/5/24 - 6/17/24	Gifts 6/5/24 - 6/17/24		2/9/24	4/8/24	6/3/24 - 6/17/24	Digital, Preprint
	Red Hot Buy	5/28/24 - 6/25/24					5/28/24 - 6/25/24	Digital
JULY	July 4th Event	6/26/24 - 7/8/24		100th Anniversary Block Party 6/29/24	3/8/24	5/6/24	6/24/24 - 7/8/24	Digital, Preprint, TV
	Red Hot Buy	6/26/24 - 7/30/24					6/24/24 - 7/30/24	Digital
AUGUST	CMN Bucket Event	8/2/24 - 8/4/24			4/12/24	6/3/24	8/2/24 - 8/4/24	Digital, TV
	Red Hot Buy	7/31/24 - 8/27/24					7/31/24 - 8/27/24	Digital
SEPTEMBER	Labor Day Event	8/28/24 - 9/9/24		Labor Day BBQ 8/31/24	5/10/24	7/8/24	8/26/24 - 9/9/24	Digital, TV
	Red Hot Buy	8/28/24 - 9/30/24					8/26/24 - 9/30/24	Digital
OCTOBER	Red Hot Buy	10/1/24 - 10/31/24			6/7/24	8/5/24	10/1/24 - 10/31/24	Digital
NOVEMBER	Black Friday Event	11/20/24 - 12/2/24		Thanksgrilling 11/23/24	7/12/24	9/9/24	11/18/24 - 12/2/24	Digital, Preprint, TV
	Red Hot Buy	11/1/24 - 12/2/24					11/1/24 - 12/2/24	Digital
DECEMBER	Wrap It In Red Event	12/3/24 - 12/24/24	Last Minute Gifts 12/3/24 - 12/24/24	Gifts and Grilling 12/7/24	8/9/24	10/7/24	12/2/24 - 12/24/24	Digital, Preprint
	Red Hot Buy	12/3/24 - 12/24/24					12/2/24 - 12/24/24	Digital